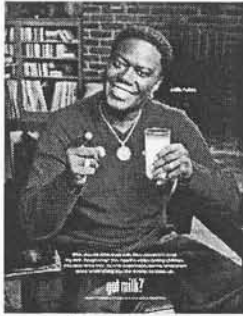
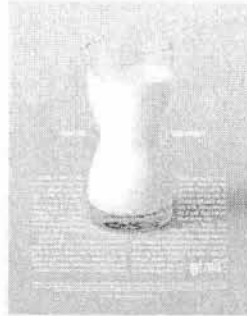


Appendix I 2004 Fluid Milk Print Advertisements

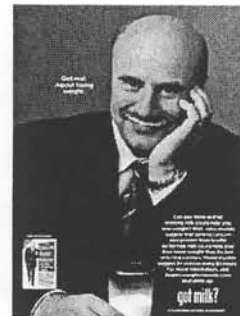
Active and Weight Loss Messages
Target Audience: Moms/Women



Bernie Mac



Skinny Glass



Dr. Phil



Kelly Preston



Diane Heavin



Stockard Channing

milk
your diet. *Lose*
weight!
24 oz. / 24 hours

Appendix I, continued

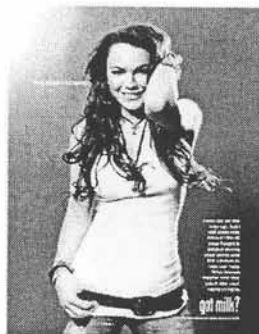
Active, Bone Growth, and Bone Fractures Messages
Target Audience: Teen Girls and Teen Boys



Andy Roddick



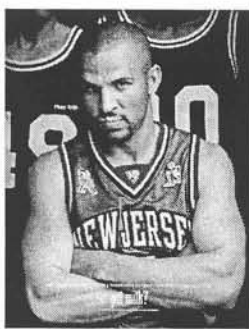
Fefe Dobson



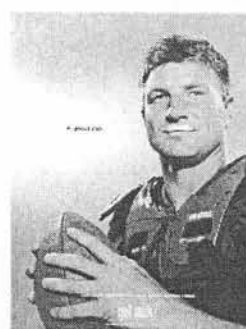
Lindsay Lohan



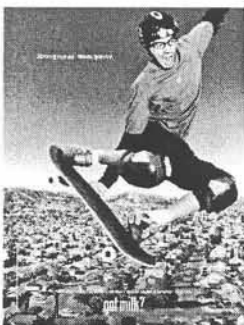
Olsen Twins



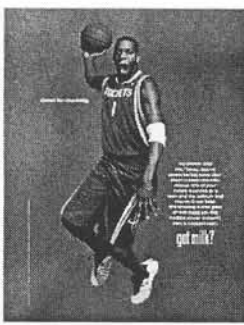
Jason Kidd



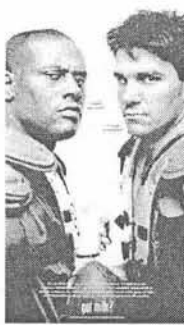
Brad Johnson



Bob Burquist



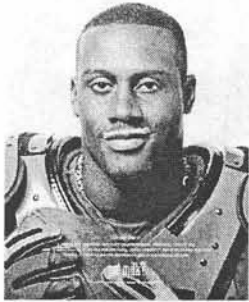
Tracy McGrady



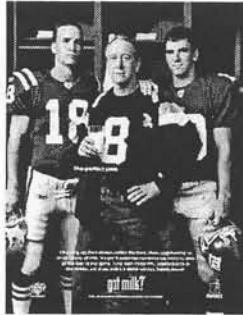
Ty Law/Jake Delhomme

Appendix I, continued

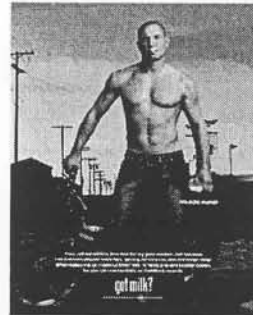
Active, Bone Growth, and Bone Fractures Messages
Target Audience: Teen Girls and Teen Boys



Ty Law



The Manning Family



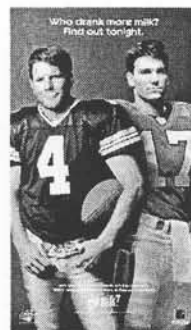
Dave Mirra



Michael Phelps



Micheal Phelps



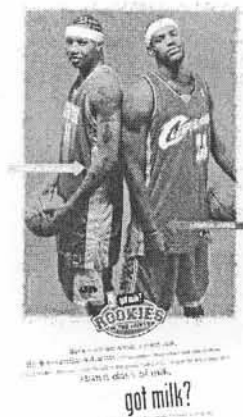
Brett Favre/Jake Delhomme

Appendix I, continued

2004 Got Milk?[®]/NBA[®] Rookies of the Month/Rookie of the Year



January
Carmelo Anthony/
LeBron James



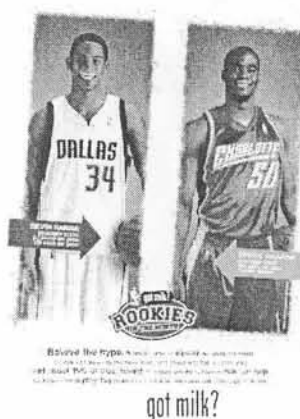
February
Carmelo Anthony/
LeBron James



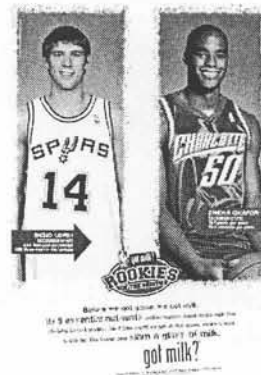
March
Carmelo Anthony/
LeBron James



April-Rookie of the Year
LeBron James



November
Devin Harris/Emeka Okafor



December
Ben O Udrih/Emeka Okafor

Appendix I, continued

Contest/Sweepstakes Winners and Hispanic Advertisements



Rolling Stone winner,
Lindsay Ramer with
Jason Mraz



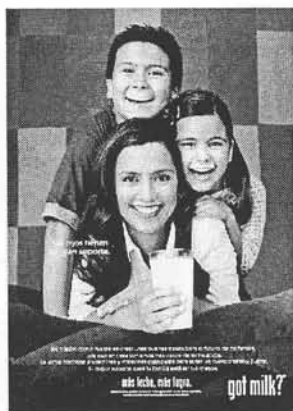
Seventeen winner,
Kelly Primc



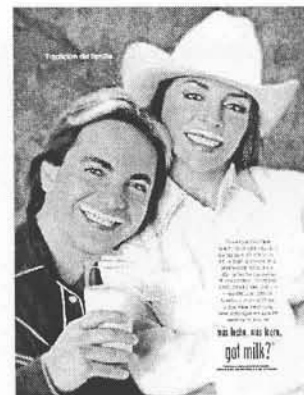
3v3 Soccer mom winner,
Jennifer Longnecker and
her children



(Hispanic) Miss Universe
Amelia Vega and her mom



(Hispanic) Star Mom
winner, Beatriz de Alba
with her children



(Hispanic) Veronica Castro
and her son, Christian



2004 SAMMY Winners

Appendix I, continued

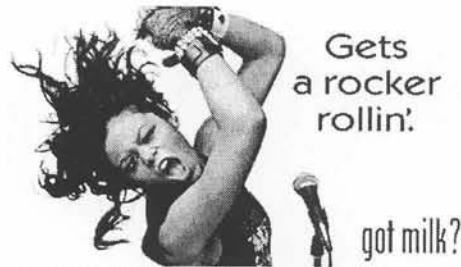
2004 School Milk Posters



Milk has 9 essential nutrients
active bodies need.

whymilk.com

Andy Roddick



Milk has 9 essential nutrients
active bodies need.

whymilk.com

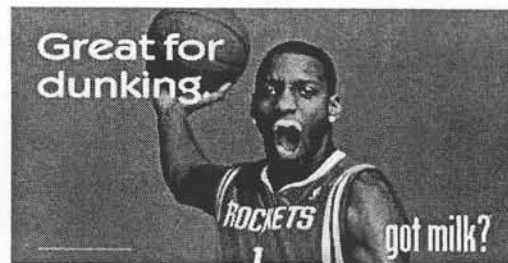
Fefe Dobson



About 15% of your height is
added as a teen and milk helps.

whymilk.com

Hilary Duff

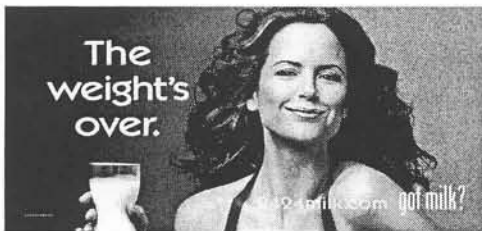


About 15% of your height is
added as a teen and milk helps.

whymilk.com

Tracy McGrady

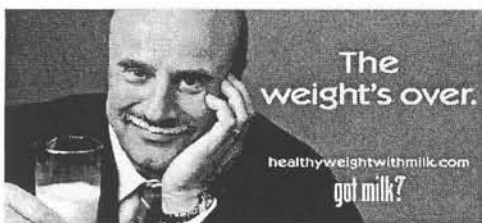
Outdoor/Billboard Advertisements



Kelly Preston



Andy Roddick



Dr. Phil



Myrka Dellanos (Hispanic)

Appendix I, continued

2004 Healthy Weight With Dairy/Good For You Advertisements



Skinny Glass

Watching your weight? Look in the fridge.

Milk, cheese and yogurt are healthy for you. They're also healthy for your wallet. They're full of protein, calcium and other nutrients that help you stay healthy. And they're also full of flavor. So why not try them today? You'll be glad you did.

There's nothing more to it. Just look in the fridge. You'll find a whole lot of healthy choices. And you'll be glad you did.



Healthy Weight With Dairy Launch

New resolution to watch your weight? Take a new look at dairy.

A new year. A new you. What's new that may make pursuing your resolution more achievable. Because this time, it's easier than ever to stay healthy. And it's all thanks to dairy. Because dairy is full of protein, calcium and other nutrients that help you stay healthy. And it's also full of flavor. So why not try them today? You'll be glad you did.

There's nothing more to it. Just look in the fridge. You'll find a whole lot of healthy choices. And you'll be glad you did.



AMERICA'S DAIRY FARMERS & PROCESSORS

Congratulations to Calcium, NY. A small town that got even smaller.

Congratulations to the town of Calcium, NY for being nearly 100 percent dairy. The town of Calcium, NY is a small town that has become even smaller. It's all thanks to dairy. Because dairy is full of protein, calcium and other nutrients that help you stay healthy. And it's also full of flavor. So why not try them today? You'll be glad you did.



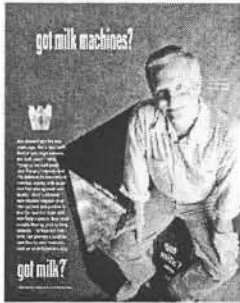
Congratulations to the town of Calcium, NY for being nearly 100 percent dairy. The town of Calcium, NY is a small town that has become even smaller. It's all thanks to dairy. Because dairy is full of protein, calcium and other nutrients that help you stay healthy. And it's also full of flavor. So why not try them today? You'll be glad you did.

Healthy Weight With Dairy New Year's Resolution

Congratulations to Calcium, New York

Appendix I, continued

2004 Trade Advertisements



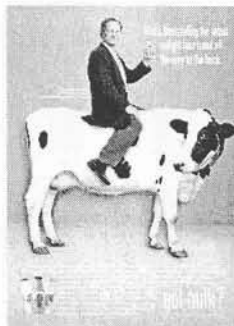
Don Howard



Donna Wittrock



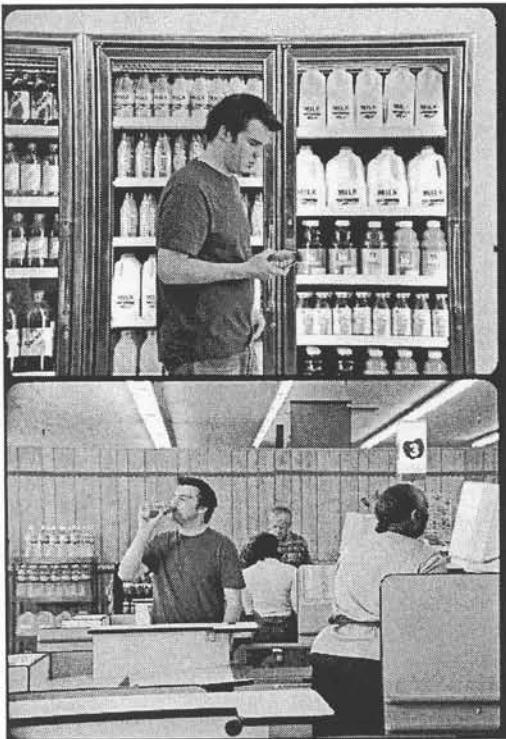
Ralph Sanese



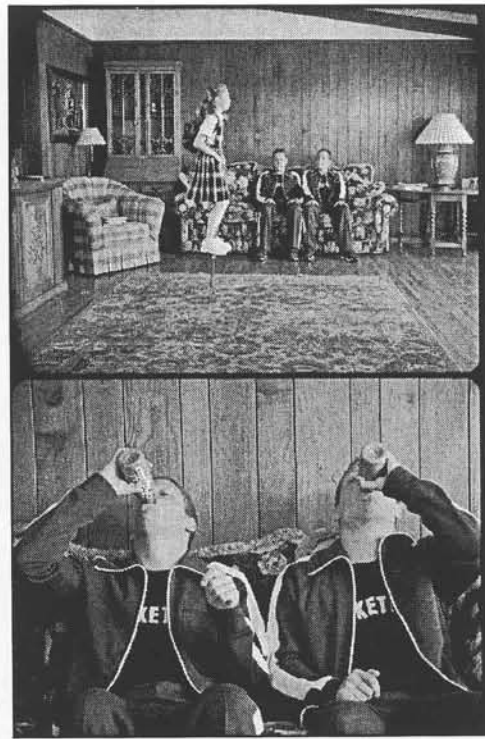
Richard V. Schibler

Appendix I, continued

2004 Television Advertisements



"BarCode" (:30 TV spot)



"Pogo Stick" (:30 TV spot)



"Mountain Bike" (:30 TV spot)